University Emergency Protocol Report

Active Assailant

Task Force
2/28/2014
Summary of Recommendations

1. Create a University Emergency Manager position to lead a University Emergency Preparedness unit.
2. Fund the Security dispatch area to a point that at least two dispatchers are scheduled 24/7/365.
3. Replace current notification system (WENS) with a robust emergency notification system that is capable of delivering a message to the following locations immediately and simultaneously; Text message (SMS), University Telephone Broadcast System, E-mail, University Homepage, Social Media (Facebook, Twitter), via a University PC Notification System, Digital Signage, Outdoor PA System, Indoor Fire Alarm and PA systems.
4. Deliver initial emergency alerts to the following locations;
   I. University VoIP Telephone Broadcast System tied into an Indoor Fire Alarm and PA systems and Outdoor PA System (not yet existing)
   II. University PC Pop-up Notification System (not yet existing)
   III. Text message (SMS)
   IV. E-mail
   V. University Homepage
   VI. Social Media (Facebook, Twitter)
   VII. Digital Signage
5. Sending an alert.
   I. Those that have the access and discretion to craft and deliver an initial emergency alert should be part of a team that meets and trains regularly.
   II. The individual responsible for crafting and delivering initial emergency alerts should not be any front line Security department employee such as a dispatcher or responding officer.
   III. The person responsible for crafting and delivering an initial emergency alert should be in either on-call or on-duty status. This would require funding to create a schedule of on-call employees.
   I. An initial emergency message should be immediately recognizable and contain who we are, what the threat is, and what to do.
   II. Continue using the phrase “shelter in place” in active assailant emergencies.
   III. Extensively educate the community on what the instruction “shelter in place” means and how to respond accordingly.
   IV. Implement the updated Emergency Response Guide. Have one posted in all classrooms and distributed to all employee offices.
7. Consider automatically enrolling all students and employees to receive emergency notifications via their mobile device and email with an option to opt-out of the service.
8. Send follow up messages as frequently as possible after an emergency, even if the message indicates that there are no updates at this time.
9. Add 6 full time University Security Officers to ensure that a full time professional uniformed officer is on duty at all times.
Introduction

A task force was convened and given the charge by Dr. David P. Jones, Vice President of Student Affairs and Enrollment Management to review and refine our active assailant emergency protocols. The goal was to look at our emergency procedures regarding all campus communication strategies, timing, and messaging to provide greater transparency and understanding of what campus members are to do in the event of an emergency.

Participants of the task force include:

- Aaron Mumford - Campus Security Supervisor
- Bryan Johnson - Assistant Director of Security
- Bryan Schneider - Assistant CIO for Technology Services
- Carly Hopper - Program Coordinator for Fitness - Campus Recreation
- Chandler Holland - Director of EHS & Risk Management
- Cindy Janney - Director of Residential Life
- Dan Benson - Director of Media Relations
- Jean Clarke - Coordinator of Family Programs
- Joan Roca - Dean of Library Services
- Joel Jensen - Associate Director of Security
- Julie Dornack - Dean’s Office Manager of Library Services
- Kevin Buisman - Director of Athletics
- Kim Greer - Interim Associate Provost & Associate VP of Academic Affairs
- Leslie Peterson - Assistant to Dean of Library Services
- Mark Constantine - Director of Centennial Student Union
- Matt DuRose - Commander of Mankato Department of Public Safety
- Ron Fields - Assistant VP for Facilities Management
- Seth Whalen - Campus Security & Community Engagement Officer
- Suzie Dugan (Chair) - Director of Security
- Todd Miller - Director of Mankato Department of Public Safety
- Todd Pfingsten - Director of Campus Recreation
- Torin Akey - Associate Director Residential Life
- Tory Poehler - Administrative Assistant of Security

Throughout this document we will refer to an “initial emergency alert.” This refers to the message that is delivered as promptly as possible upon verifying an active assailant on campus. The “initial emergency alert” will be the message or messages that are sent before the president’s Campus Emergency Response Team convenes. Any follow up messaging will be handled by the Crisis Communications Team.

When an incident involving a violent offender or active shooter occurs on campus, there is a process that is initiated. The current combination of University Policy, University Emergency Response Plan, staffing, and technology solutions do not make a prompt alert to the campus community as swift, dependable, pervasive, or effective as is needed. The following will outline the challenges and recommendations to improve our current response.
Current Progression of an Active Assailant Emergency

1. A University Security dispatcher receives a phone call about an active assailant.
2. The University Security dispatcher will notify on-duty Security patrol officers via radio.
3. The dispatcher will then attempt to notify Law Enforcement via phone unless it is clear that they have already been notified.
4. University Security dispatchers and officers will attempt to collect information to validate the reports. This may include using CCTV cameras, going near the area, or communicating with law enforcement who will be responding directly to the affected area.
5. The dispatcher will then refer to the University Security emergency call-list and attempt to contact a Security administrator for guidance on what to do. This may involve the dispatcher making several phone calls, and leaving several voicemails, as Security administrators are classified positions and not in an on-call status. Simultaneously, the dispatcher will have officers attempting to communicate with them via portable radio. The primary inbound security number will likely continue to ring with additional reports of the incident, as well as others attempting to gain further information about the events unfolding.
6. Once contacted, the University Security administrator will confer to gain a full understanding of what is occurring in order to draft an initial emergency alert message to be delivered to the campus community.
7. The University Security administrator will attempt to contact the Vice President of Student Affairs and Enrollment Management or alternative cabinet member for authorization to deliver an initial emergency alert message and approval of the draft message. Once approved, the Security administrator will initiate delivery of the message.
8. The dispatcher will be informed to deliver the voice alert via University VoIP Telephone Broadcast System. The University VoIP Telephone Broadcast system currently carries messages over University VoIP speakerphones and some building PA and fire alarm systems.
9. If the University Security administrator has the means to initiate the delivery of a Star Alert message, they will do so, or else will instruct the Security dispatcher to contact somebody that does. Currently, the means for delivering a Star Alert message requires an internet connection and a computing device. There are regular situations where these means are not at the immediate disposal of an off-duty Security administrator 24/7/365.
10. Once initiated, the Star Alert (SMS) text message will then be delivered to the subscribed cell phone numbers and University affiliated email addresses. Currently, Star Alert subscribers must opt-in to the service.
11. It is at the discretion of the University President or designee to convene the Campus Emergency Response Team (CERT) to determine follow up actions. The Crisis Communication Team and Media Relations take responsibility over University website communications and will send more detailed information about the incident via e-mail and (SMS) text message. They will also lead communications via (SMS) text message and email to family and community members who are subscribed to Star Alert “Family Alerts”. The CERT and Media Relations team handles all media inquiries.
Initial Emergency Alert Process

Requirements

When it is verified that an active assailant or any imminent and persistent threat is present on campus, the community expects and deserves to be notified promptly. In addition, timely warnings are a required component of the Clery Act. Depending on the situation and the nature of the emergency, prompt alerts and timely instruction can have a substantial impact on life, health, and wellbeing of University students, faculty, staff, and guests.

Existing Problems

Currently, the process for initiating an alert is wrought with inefficiencies.

1. There are too many strains on a Security dispatcher to effectively and efficiently manage the alerting process. The Security dispatcher will encounter a significant increase in responsibilities including an increase in incident related telephone calls, radio communications with security staff and other first responders, monitoring and reviewing cameras of effected areas, or looking up pertinent call related information. A single dispatcher can be easily overwhelmed with coordinating communication to law enforcement, security officers, and callers in a crisis situation.

2. There are reasonable concerns about who has the access to and discretion to craft and send a message to the campus community.

3. The individual responsible for crafting and delivering the initial emergency alerts should not be any front line Security department employee such as a dispatcher or responding officer. Responding officers will be occupied being at or near the location of the incident assisting Law Enforcement, providing medical care, or collecting information. The dispatchers will be overwhelmed with emergency communications and related duties. Though, a front line Security employee will need to be the person responsible for communicating the details of the threat to the message crafter and deliverer.

Recommended Changes

To ensure that the message is communicated quickly, it is the recommendation of the task force that the person responsible for sending the “initial emergency alert” be in either on-call or on-duty status. Currently, after business hours the University depends on a call-list of off-duty employees, which has the potential to significantly delay the delivery of a message.

It is recommended that University administrators along with the Crisis Communications team, University Emergency Manager (not yet existing), Environmental Health and Safety Director, and University Security are part of a team that meets and trains regularly. This team should use templates, and conduct regular exercises to ensure that they are prepared to deliver a message when a report comes in. The team would be selected and overseen by the Office of Media Relations and/or a University Emergency Manager.
Initial Emergency Alert Message

Existing Challenges
Advising an entire community about a threat directly affecting only a portion of the campus is difficult. This is especially difficult to do in a 160 character text message. However, this technological limitation does have the benefit of ensuring a concise message.

Recommended Changes
It is the recommendation of the task force that an initial emergency message be immediately recognizable and contain the following: who we are, what the threat is, and what to do.

<table>
<thead>
<tr>
<th>Who we are</th>
<th>What the threat is</th>
<th>What to do</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSU Mankato Star Alert:</td>
<td>A shooting has occurred in Gage Residence hall. Unknown suspect is at large.</td>
<td>Shelter in place.</td>
</tr>
</tbody>
</table>

It is important that the creators and senders of this message are able to condense the information provided by Security officers into a useful message.

Emergency Message Content
The instructions or “what to do” portion of the message is especially challenging because of the inability to deliver a context aware message to each member of the community. The desirable instructions given to a person in the same building as the threat likely would not be the same instructions to a person several buildings away.

The goal of the instructional portion of an emergency message will vary depending on individual circumstances such as:

- For people not on campus: stay off campus.
- For people several buildings away: do not go towards the threat or outside as you may inhibit law enforcement’s response to the area.
- For people adjacent to the threat: you may either want to barricade your location, hide, or run.
- For people in the same room as the threat: you may need to decide whether to run, hide, or fight.

For emergencies such as an active shooter, the phrase “shelter in place” has been used to advise the campus community to seek refuge from a threat and remain there until advised it is
safe to leave. It is a message that has been recently established and is seeing wide use in University emergencies.

Other phrases were suggested to replace “shelter in place,” but were found to have similar or larger challenges. The phrase “lockdown,” for example, is used in K-12 and is widely known by many of our incoming students. However, most of the doors on our campus are not easily or quickly lockable. There are hundreds of exterior doors and numerous building connections which make a true lockdown virtually impossible. Therefore, it is the recommendation of the task force to continue using the phrase “shelter in place” in active assailant emergencies.

For nearly all emergencies the message delivered will be to either evacuate the area, or to shelter in place. Evacuation is a straightforward message and is widely understood. The instruction “shelter in place” is not as easily interpretable. It is the recommendation of the task force to extensively educate the community what this means and how to respond accordingly.

**Emergency Notification System Software**

Currently, Minnesota State Mankato uses a software solution selected and provided by MnSCU called Wireless Emergency Notification System (WENS). This solution allows for messaging to subscriber mobile phones via text message (SMS). This service also sends an email message. The messages are only sent to those that have **opted-in** to the service. It is the recommendation of the task force to explore the possibility of all students and employees being automatically enrolled into the service with an option to **opt-out**. There are notable technical challenges to implementing this and it may not be possible, practical or may be found to not actually improve enrollment.

**Text Messaging Service Improvements**

In a recent test several errors were encountered. It was shared with the Task Force that WENS currently has approximately 19,000 subscribers who wish to receive emergency alert messages. During a recent scheduled test of the system and during a recent emergency, subscribers reported the message took over 20 minutes to receive from the time it was initiated. The time the software reported as being initiated to the time it was reported as delivered to the wireless network carriers was 22 minutes. Also, during a recent emergency, some subscribers reported receiving a second alert to “shelter in place” several hours after the “shelter in place” instruction was lifted. It is the recommendation of the task force that it be investigated if this amount of time can be reduced by either the current provider, or by an alternative provider.

MnSCU is currently paying for this service for all MnSCU institutions. They are preparing an RFP to potentially replace this service with one that can meet today’s needs for the system’s colleges and universities.
Emergency Notification System Accessibility

The task force recommends, if possible, that an initial emergency alert would be delivered in the following communication channels:

- University Telephone Broadcast System
- Text message (SMS)
- E-mail
- University Homepage (emergency notifications should be immediately identifiable)
- Social Media (Facebook, Twitter)
- PC Notification System via Drop down message (software solution needed)
- Digital Signage (currently not an integrated network)
- Outdoor PA System (currently does not exist)
- Indoor Fire Alarm and PA systems (any location where the University Telephone Broadcast System is not available)

Currently, when a message is sent it is only broadcasted through the University Telephone Broadcast System and through WENS as a Star Alert text message and e-mail. This process requires a complicated course of action and set of instructions for each method of alerting. Additional methods of alerting, such as social media and the University homepage, are not currently possible as an initial emergency alert option.

The task force recommends that a more robust emergency notification system be implemented. A system should be capable of delivering a message to the aforementioned communication channels immediately and simultaneously. Ideally, the system would require only a single initial message to be crafted and sent from one platform. There are products on the market that provide this functionality presently in use by many Universities.

The creation and delivery of a uniform message from one platform across all delivery systems would greatly increase the timeliness, consistency, and breadth of delivery of an initial emergency alert. This method would simplify the task of delivery and allow for easy transfer of communication duties to the Crisis Communications Team.

Follow-up Messages

After the initial emergency message is sent, it will be the responsibility of the Crisis Communications team to determine follow-up messaging as well as the frequency of that messaging. In a recent emergency, feedback was given that after the initial emergency alert message was received, many sat for over an hour without an update of the incident and began wondering if they needed to continue in that holding pattern, or if they were able to resume their day. Many expressed that they felt they were “forgotten”. While the task force recommends that follow-up messages be sent as frequently as possible—even if the messages indicate that “there are no updates at this time”—the Crisis Communications team is responsible for determining the frequency of the messaging.
Preparedness through Education

In a recent incident it was learned that our University community was not sufficiently prepared to confidently act upon receiving an emergency alert. Feedback was given from departments that they did not know what to do or what not to do. Departments were unclear if they should lock exterior doors, interior doors, shut off lights, invite others in, or lock others out.

Preparing the University community to effectively respond to an initial emergency notification will require extensive and continuous education along with regular collaboration and support from various entities. The task force recognizes that no single office or department could individually administer such a vast undertaking. It will require a commitment from various stakeholders. The task force recommends the message must be brought to the community by implementing educational components into the communication venues outlined below.

### Communicating with the University Community

<table>
<thead>
<tr>
<th>Automatic points of entry</th>
<th>Direct Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>• During registration.</td>
<td>• Departmental meetings.</td>
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<tr>
<td>• During new employee orientation with HR.</td>
<td>• Staff meetings.</td>
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<tr>
<td>• Student orientation/International student orientation.</td>
<td>• First year seminars.</td>
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<td>• Recognized Student Organization Registration.</td>
<td>• Dean’s council.</td>
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<td>• Scheduling and Reservation Forms.</td>
<td>• Bargaining Unit meetings.</td>
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<tr>
<td>• Admissions acceptance letter.</td>
<td>• Safety week- activities, posters, etc. at the beginning of each semester.</td>
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<tr>
<td>• Parking permit registration.</td>
<td>• Brief syllabi insert to include discussion points about: Shelter in place</td>
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<tr>
<td></td>
<td>(definition of, tactics for current location).</td>
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<td></td>
<td>• Professional Development Day.</td>
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<tr>
<td>Means for faculty to communicate with their students.</td>
<td>• CSU Tabling (repeated semester).</td>
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<tr>
<td>• Syllabi- review emergency guide.</td>
<td>• New Student and Family Programming.</td>
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<tr>
<td>• Short video to play at the start of each semester.</td>
<td>• Annual Message from President.</td>
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<tr>
<td>• PowerPoint slides.</td>
<td>• Student Affairs Faculty/Staff “911 Guide.”</td>
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<tr>
<td>Advertising</td>
<td>• Residence Hall floor meeting.</td>
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<tr>
<td>• Table tent campaign (Similar to civility campaign).</td>
<td>• Religious leaders and groups.</td>
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<tr>
<td>• Poster Campaign.</td>
<td>• Sport club and team manager meetings.</td>
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<td>• Orientation packets.</td>
<td>• Intercollegiate Athletic Coach Meetings.</td>
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<tr>
<td>• University Social Media.</td>
<td>• MSSA- (MavGUARD)</td>
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<tr>
<td>• Flyers with off-campus housing organizations.</td>
<td>• University Security Emergency Preparedness webpage updated so now when a user</td>
</tr>
<tr>
<td>• MavTube</td>
<td>searches they are able to find the correct information on shelter in place.</td>
</tr>
<tr>
<td>• KMSU</td>
<td>Follow up after an incident</td>
</tr>
<tr>
<td>• Newspaper- (Reporter)</td>
<td>• Have material ready to go and strike when people are most ready to receive</td>
</tr>
<tr>
<td>• Entryway/exits from classroom and building.</td>
<td>the message, such as after an incident.</td>
</tr>
<tr>
<td>• Security Homepage</td>
<td></td>
</tr>
</tbody>
</table>

Follow up after an incident
**Emergency Response Guide**

It is likely that not all community members will recall training material and be ready to respond appropriately in all emergency situations. To ensure that emergency response material is readily available the task force recommends implementing an updated Emergency Response Guide in all University classrooms and distributed to all employee offices. The task force participated in creating the draft shown below.

![Emergency Response Guide](image)

**When to go**
- **Evacuate**
  - Leave using the nearest exit, or an alternate exit if nearest exit is blocked.
  - Take personal belongings, but do not delay your exit to retrieve items.
  - Do not reenter until instructed by emergency personnel.
  - Stay clear of affected area.
- **Fire**
  - Activate nearest fire alarm.
  - Evacuate. Stay clear of affected area.
  - Call 911 or University Security at 507-389-2111.
- **Explosion**
  - Evacuate. Stay clear of affected area.
  - Watch out for falling debris.
  - If you become trapped, tap on a wall or pipe to alert rescuers.
  - Call 911 or University Security at 507-389-2111.
- **Hazardous Material**
  - If danger is indoors, evacuate the building. If danger is outdoors, go inside and shelter in place.
  - Alert others to stay clear of the area.
  - Call 911.
  - Notify emergency personnel if you have been exposed or have information about the release.
- **Suspicious Object**
  - Do not touch or disturb object.
  - Call 911 or University Security at 507-389-2111.
  - Prepare to evacuate if instructed by responding emergency personnel.
- **Suspicious Person**
  - Do not confront, stop, or apprehend the person.
  - Describe the person’s description and suspicious activity.
  - Call 911 or University Security at 507-389-2111.

**When to stay**
- **Shelter in Place**
  - Seek immediate refuge and remain there during an emergency.
  - Remain sheltered until you are advised it is safe to leave by emergency personnel.
  - If safe to do so, go to www.mnsu.edu for latest information.
- **Tornado**
  - Seek shelter immediately. Go to lowest indoor space away from windows and glass.
  - Crouch near the floor or under heavy, well-supported objects and cover your head.
  - If outside, move inside a sturdy structure or lie down in a low area such as a ditch and cover your head.
  - Call 911 or University Security at 507-389-2111 to report injuries, fire, gas leaks, debris, etc.
- **Medical Emergency**
  - If illness or injury is serious, do not move the person.
  - Call 911 or University Security at 507-389-2111.
  - Send someone to meet emergency personnel outside and direct them to the person’s location.
- **Violent Incident**
  - Shelter in place or consider evacuating if it is safe to do so.
  - Turn off lights and silence phones.
  - Block entry to your hiding place and if possible lock the door.
  - Hide.
  - Call 911 or University Security at 507-389-2111.
- **Utility Failures**
  - Call 911 immediately if there is a potential danger to occupants.
  - During business hours notify the Physical Plant at 507-389-2071.
  - After business hours notify University Security at 507-389-2111.

University Emergency Preparedness and Response Staffing

Emergency Manager
The task force recommends the creation of a designated University Emergency Manager position to lead an Emergency Preparedness unit. There is a need for a concentrated focus on Emergency Preparedness in a University our size. This would be a Security and/or EHS shared position that fulfills campus emergency management and response oversight. This position would focus primarily on continuous development of the University All Hazard Plan. It would also include interacting and educating the campus community on all aspects of emergency management including educating employees of plans and procedures prior to events. This position would also assist in the development of a University Continuity of Operations Plan (COOP) that drives recovery and reestablishment of services following an emergency event. Other duties could include:

- Re-implement a volunteer campus building emergency coordinator program to assist within their building during emergencies and drills.
- Develop and lead training sessions, table tops, and exercises for the president’s Campus Emergency Response Team and the campus community.
- Primary contact for timely warning notices.
- Yearly review and update of the university Emergency Response Plan.
- Collaborate with the city, county, state and federal emergency management units including: System Office Emergency Preparedness Manager, FBI, Department of Homeland Security.
- Respond to and facilitate the Emergency Operations Center (EOC) upon activation.

University Security Dispatchers
The University Security dispatch area is an essential part to managing the initial stages of an emergency. Currently, there are times when only a single part-time student is staffing this area. The task force recommends that dispatch be funded to a point that at least two dispatchers are scheduled 24/7/365. Ideally, this would be accomplished by adding 3 full time professional communications officers. This would allow for the regular scheduling of at least one full-time professional officer supplemented with one part-time student officer. Alternatively, it could also be achieved by adding approximately 40 hours of student staffing per week, but this option would leave the dispatch area regularly staffed with only part-time student staff.

University Security Officers
The University Security department relies heavily on a student staff. There are times when University Security functions are being led solely by part-time student staff. This may be sufficient with day to day operations and routine incidents. However, a part time student employee will likely not have the knowledge or experience to adequately manage an emergency such as an active assailant. Therefore, it is the recommendation of the task force to add 6 full-time uniformed officers to ensure that there is a full time professional uniformed officer on-duty at all times.
### Additional Reference Materials

Below is a table demonstrating the benefits and challenges of each individual communication type. This table will demonstrate why a multi-faceted approach to delivering a message is recommended.

<table>
<thead>
<tr>
<th>Communication Method</th>
<th>Type of Communication</th>
<th>Benefit</th>
<th>Problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>VoIP phone system audio alert broadcast tied into campus PA systems and some newer fire alarm systems</td>
<td>Immediate emergency is happening or has happened. Seek shelter or evacuate now.</td>
<td>The purpose is for real-time immediate audio (voice) alerts. All campus VoIP telephones are used as a campus-wide PA system which also integrates with the CSU public address system and places that don’t have VoIP phones such as resident hall rooms, public gathering areas, Myers Field House and Bresnan Arena to name a few. This system can also interface with outdoor alert systems. Messages can be initiated from any location on campus with adequate controls to prevent unauthorized use. VoIP phones are installed in all classrooms.</td>
<td>Campus security need authorization to initiate a message and training in order to properly initiate the alert. There have been reliability and audio quality problems with the interfaces to fire panels resulting in some areas not receiving audio broadcasts or understanding what was being said. Some areas on campus may not have either a nearby VoIP phone or fire panel with voice speaker capability. There is a significant need to have outdoor speakers or PA system to warn people who happen to be in outdoor areas, recreational grounds and parking lots of an immediate emergency and the university does not have a system to do this.</td>
</tr>
<tr>
<td>WENS (SMS) Emergency Text Message Service for subscribed students, faculty and staff.</td>
<td>An incident or emergency has happened. Here is where to go to get further information. Contact your parents and tell them you are alright.</td>
<td>Many people carry cell phones and it is a more immediate way to notify students, faculty and staff. Most people always have cell phones on them or near them at all times. E-mail copy of alert is sent to subscriber’s mailboxes in case they don’t receive the SMS text message. Students, faculty/staff, and family are separate groups so different types of messages can be sent to each group. E.g. “There is a situation on campus, do not come on campus. Contact your parents to let them know you are safe.” Only current, authenticated students, faculty or staff can sign up initially for Star Alerts so there are controls over the audience. Family members or community members can freely opt in to the service as a member of the family group. Messages to them are different than to current students – “An incident has happened on campus and here is where to get information about your student or the situation.” Currently, 17,671 students have subscribed, 1277 faculty/staff and 600 family/community members are subscribed. Star Alert can be drafted and sent from anywhere in the world – cloud service. MnSCU pays for WENS and there is no cost to MSU for this service.</td>
<td>SMS is not a reliable service – message delivery, by its very nature, isn’t designed to be guaranteed or instant. Even though people are subscribed they may not receive a message or it may be delayed for minutes, hours or even days. Limitation of 160 characters maximum. People may not see messages if their phones are silenced or turned off. Several discount carriers don’t provide a reliable method for SMS text messaging. Some subscribers incur costs for each message received or sent. People changing carriers and phone numbers can result in message delivery failures. Not all students, faculty or staff have text message service plans or phones. Some choose to opt out. Someone has to craft a message and send it, requiring a login and internet access. Current problems with speed of delivery of text messages. Some are delivered within several seconds but it may take 22 minutes for 19,000 SMS text messages and 19,000 e-mail messages to be delivered.</td>
</tr>
<tr>
<td>E-mail to current students, faculty, staff, emeritus and alumni.</td>
<td>An incident has happened, here’s what you need to do or where you can find more information.</td>
<td>Official communication method for MSU. Very fast message delivery to MSU-hosted mailboxes. No message length limitation so concise information is possible Little cost to communicate.</td>
<td>Although e-mail delivery is rather immediate, many people don’t see the messages immediately. Notification can be from 2 seconds to many days depending on how often people read e-mail. Although delivery to campus mailboxes is guaranteed, Some students forward e-mail off campus which is not a guaranteed or timely method.</td>
</tr>
<tr>
<td>Method</td>
<td>Description</td>
<td>Example</td>
<td>Notes</td>
</tr>
<tr>
<td>------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>University Webpage</td>
<td>News and updates about a situation on campus</td>
<td>Definitive source of information that people would go to for updates about a situation and more information. Information updates are immediate.</td>
<td>People have to go to the web page to get information. Requires Media Relations or ITS to change content on web page so initial communication is not immediate.</td>
</tr>
<tr>
<td>Computer message Pop-up</td>
<td>An incident is happening now or has happened. Take immediate action.</td>
<td>People who don’t have a VoIP telephone, audio fire panel or PA system nearby can get an immediate emergency message. Affective communication method for deaf people.</td>
<td>Not a reliable method of message delivery since many situations can cause the message to not be displayed on the screen. If not integrated into a text messaging system, a separate alert must be crafted and sent by someone. If a message is sent to a computer but it doesn’t have the ability to pull back a message, the alert will remain on the screen after the situation has been cleared.</td>
</tr>
<tr>
<td>Social Media (Facebook, Twitter, etc.)</td>
<td>A situation has occurred,</td>
<td>Since many people use social media and view many times daily, communication can be rather quick and efficient. Efficient way to provide updates and incident history. Several MSU social media channels exist and have subscribers.</td>
<td>People have to be subscribed, look for specific messages or be referenced by someone else. Can’t undo messages if false or inaccurate information is sent. If MSU doesn’t use social media, others will and they will control the message. Communication is world-wide so misinformation can have broad and unintentional ramifications.</td>
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<tr>
<td>Digital Signs and Displays throughout campus.</td>
<td>Information much like weather closings on TV, broadcast to LCD displays and signs around campus.</td>
<td>Would be a natural place for people to look for information. It would be desirable to have messages on outdoor signs such as the corner of PA and the south side of CSU.</td>
<td>There are at least 7 different systems and ways information is displayed on monitors/TVs throughout campus including VISIX, Four Winds, PowerPoint, satellite feed, and proprietary systems. This would require multiple people to be available to manually draft information to post and to update that information on the monitors that they manage. Some displays would not have updated information, or the situation may be changed but the display would show old information. Expectation by people would be similar to a live TV broadcast of a situation, but reality is that it would not be live and a definitive source of information.</td>
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